

Real Estate Optimization SEO Website Study Suggests Internet Marketing is Key to Real Estate Survival

Assesses search engine optimization (SEO) web site practices of top 50 real estate brokerages.

Minneapolis, MN ([PRWeb](#)) January 14, 2009 -- Search Engine Optimization (SEO) expert Randi Thornton of PCMS Consulting today announced the release of a comprehensive [Real Estate Optimization SEO](#) examining the role of SEO as a marketing tool in the top 50 U.S. real estate companies. The study examines how effectively Web site SEO optimization is used by the top 50 real estate companies as reported by Real Trends.

"I created the Real Estate SEO Optimization study based on feedback received from key players in the real estate industry," said Ms. Thornton. "They conceded the importance and effectiveness of an online presence for their real estate websites, but could not convince decision makers in their companies to allocate traditional marketing funds to promote their websites using new generation SEO optimization services."

"Real estate companies are overwhelmingly neglecting SEO optimization and thus missing out on a considerable opportunity to boost their profits and thrive in today's market and economic environment," says industry veteran, Jose Perez, President of PCMS Consulting.

The Internet provides a 24/7 source of information and buyers and sellers can browse and look for what they need, when they need it, without having to be distracted by hordes of other irrelevant marketing messages. Top real estate companies have historically relied on name recognition but the Internet is opening the doors to everyone since, according to NAR, 84% of all buyers identified the internet as a principal source in their home searches.

Most searchers use keywords to conduct a search. The most used real estate keyword is "real estate", not a brand name. Therefore, real estate companies of all sizes can effectively participate online. As a result, even the most established companies need to optimize their websites to maintain their market position.

According to Thornton, there is much room for smaller real estate companies, individual agents and the largest companies. "As the industry continues to transform in 2009 and beyond, SEO is an area that deserves more attention." The Real Estate Website SEO Optimization Study can be downloaded free of charge at [PCMS Consulting Internet Marketing Website](#).

About Randi Thornton:

Dubbed the SEO Google Guru, Randi Thornton has been actively involved in online real estate since 1999 when she launched several real estate related websites which she eventually sold to a large online player. In 2008, she launched REOSphere.com, an online real estate foreclosure site, and SilverDoorRealEstate.com, an upscale real estate company serving the Lake Minnetonka, MN marketplace. Both web sites quickly achieved high Google SEO keyword rankings and SEO scores for very competitive and highly-desired keywords. She now works full-time as an internet marketing and SEO consultant, providing SEO services and real estate optimization services for PCMS Consulting. For more information about [Internet Marketing SEO Consultant, Randi Thornton](#), click here.

To learn more about SEO go to:

- [WEBSITE SEO REPORT](#) Your SEO report is a measure of your domain's importance and popularity. It predicts the domain's ability to rank well in search engines, the reach of your brand awareness and how well you currently draw in traffic.
- [Website SEO Marketing Calculator](#): What is the value of SEO and Internet Marketing? Optimizing your website for top rankings will generate new business. Our Exclusive Interactive SEO Marketing Calculator is designed to estimate your return on investment when implementing a SEO campaign. Plug in the numbers and see how SEO changes your profits, along with the present and future value of your business.

About PCMS Consulting:

Founded in 2007 by industry veteran Jose Perez, PCMS Consulting is the "one stop shop" for consulting services in the real estate and franchise industries. For more information about Randi Thornton or [PCMS Real Estate Consulting Business](#), click here.

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